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changed

promulgating said query from said step of generating a query from said receiver station to said data network through said data network connection; and

recording said step of promulgating said query in a data record at said storage device.

3. The method of claim 2 further comprising the steps of:  
transferring said data record from said step of recording said step of promulgating said query from said receiver station storage device to a data collection station on said data network through said data network connection.

4. The method of claim 2 wherein said data network connection is a telephone interface connection.

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5. A method for tracking a receiver station's use of information in a data network at a data collection station, said receiver station having a data network connection, a processor, an input device, and a data storage device, said data network having a plurality of data information sources, said method comprising the steps of:  
providing information to a plurality of receiver stations from said plurality of data sources;  
performing a function on said information at said receiver station;  
recording an identification of said function performed at said step of performing a function at said receiver station on said receiver station data storage device; and  
transferring said record of identification of said function performed at said receiver station to a data collection station on said data network through said receiver station network connection.

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2 6. ~~The method of claim 5 wherein said receiver station network connection is~~

a telephone network connection.

3 7. The method of claim 5 wherein said function in said step of performing a

4 ~~function is a series of numerical functions performed on a computer.~~

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6 8. A method of delivering and gathering information on the use of a control

signal in a communication network, said network comprising a transmitter station and

7 receiver station, said transmitter station being capable of receiving queries and

8 communicating program materials and data, said receiver station comprising an input

9 device for inputting a command, an processor for receiving programming instructions

10 and communicating information, and a computer for storing data and controlling

11 presentations, said method comprising the steps of:

a 12 programming said computer to store a portfolio of data that designate a plurality

13 of personal interest of a subscriber;

14 querying said transmitter station for data of programming of interest;

15 receiving some portion of a presentation control signal or some mass medium

16 programming on the basis of a comparison with information stored in said computer;

17 presenting a unit of mass medium programming at a computer peripheral

18 location on the basis of said data or programming of interest received from said

19 transmitter station; and

20 communicating from said receiver station a datum of said unit of mass medium

21 programming or said portion of a presentation control signal.